(b) whether any high powered committee has been constituted by Government at various Doordarshan Kendras and All India Radio Stations to scrutinise the serials before telecasting;

(c) what criteria is being adopted for telecasting serials on electronic media;

(d) the number of serials that have been approved or rejected by the aforesaid committee; and

(e) the actual number of T.V. serials/ documentaries screened by the Doordarshan Kendras during the aforesaid period?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI K.P. SINGH DEO): (a) and (d) 650 proposals were received by the Central Commissioning unit in the Directorate General Doordarshan out of which 102 proposals were approved during this period. Information relating to other Doordarshan Kendras is being collected and will be laid on the Table of the House.

(b) Doordarshan only has a Costing Committee at the Directorate General and various Doordarshan Kendras to decide proposals for commissioned programmes.

(c) The following broad criteria is adopted for selection of TV serials and documentatries under Doordarshan's Commissioned Programme Scheme:—

(i) Relevance of the story, theme or subject to the needs of Doordarshan;
(ii) Treatment of the subject/ storyline;
(iii) Conformity to the telecast code;
(iv) Track records of the Director, Executive Producer, writer, crew etc.

(e) Out of the programmes commissioned by the Central Commissioning Unit, 39 were telecast on the National Network during the period. Information in respect of the other Doordarshan Kendras is being collected and will be laid on the Table of the Sabha.

Money earned from Advertisements

2795. SHRI IQBAL SINGH: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) the details of money earned through advertisements during the year 1993-94;

(b) whether the target fixed during this period has been achieved;

(c) if so, the details thereof and if not, the reasons therefor;

(d) whether any target for the year 1994-95 has been fixed by Government in this regard; and

(e) if so, what efforts are being taken by Government to achieve the aforesaid target?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI K.P. SINGH DEO): (a) Rs. 372.98 crores.

(b) and (c) There was a marginal shortfall for which no specific reason can be pin pointed.

(d) Yes, Sir.

(e) Doordarshan continues to strive to enhance the quality of its programmes in order to retain the interest of its viewers and maintain the upward trend in respect of its commercial revenue.

Amount Paid to DAVP for Publication of Advertisements

2796. SHRI MOHAMED AFZAL alias MEEM AFZAL: Will the Minister of INFORMATION AND BROADCASTING be pleased to state the details of the amount paid by Ministries or their Departments to DAVP for publication of advertisements during the period 1993-94?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND